

As part of Cal Poly's ongoing Centennial Celebration, the second annual History Day on March 8 featured a lecture by a renowned environmentalist and a university presentation on the Cal Poly Land Project.

Amory Lovins, a Harvard- and Oxford-educated physicist, environmentalist, and energy expert, spoke on "Sustainability and the Future of the Polytechnic University," focusing on the importance of environmental stewardship, research, and education as part of Cal Poly's mission in its second century.

Lovins is the co-author of *Natural Capitalism: The New Industrial Revolution*. He is the founder and chairman of Hypercar Inc. (a company that promotes auto research and development) and co-founder, CEO, and research director of the Rocky Mountain Institute, a nonprofit resource policy center. He was among the top 40 people named in the *Wall Street Journal's* centennial issue as "most likely to change the course of business," earned a "Hero for the Planet" award from *Time* magazine, and was praised by *Newsweek* as "one of the Western world's most influential energy thinkers."

Preceding Lovins' lecture was a slide show and display by the Cal Poly Land Project, an inter-

History Day 2002

Spotlight on the Environment

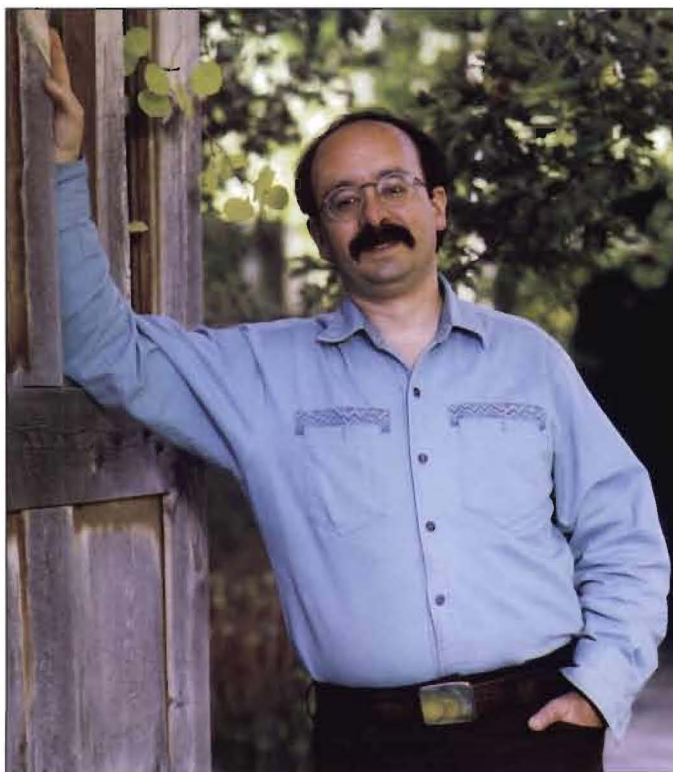
disciplinary faculty effort that explores the intersections of nature, science, technology, agriculture, art, and recreation that take place on the 10,000 acres of land owned by the university.

The land project is now in its second year, and has produced an extensive Web site – <http://polyland.lib.calpoly.edu> – a new general education class ("Cal Poly Land: Nature, Technology, and Society"), and a book, *Cal Poly Land: A Field Guide* (see story on page 17).

"The formation of the Campus Sustainability Initiative, the Cal Poly Land Project, and

the Centennial event are part of a growing nationwide movement, known as 'education for sustainability,' 'greening the campus,' or 'campus ecology,'" said English Professor Steven Marx, one of the event coordinators.

"We are thrilled to have had Amory Lovins with us for this occasion," said Cal Poly Provost Paul Zingg. "He is a person of both passion and action, and he has challenged Cal Poly to develop more fully an environmental consciousness and a commitment to environmental education."



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Photo by
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